

**BOBBY DIAMOND** | David Bustamante Valverde  
UX/UI & Product Designer

Male, single, 28 YO, Mexican  
+52 (1) 55 5460 4798  
email: [hardcorebobbyd@me.com](mailto:hardcorebobbyd@me.com)

[PORTFOLIO](#) | [LINKEDIN](#)

## MY PERSONA

Nicknames are considered to be alter egos of a kind, well mine is not. And not to blow my horn, but I am as my name reads—*Diamond*.

Sharply cut, angled with precision, and shinny. That's how my work is produced, and though some of my ideas may still need to be processed and polished, they are diamonds nonetheless.

I've been obsessed for the visual aesthetics for the last 10 years, at this point in my life i'm focusing my career in the UX/UI Crafting & Product Design.

I'm curious driven, always.

## WHERE I WANT TO BE

At an open minded company doing as many things as the need appears, applying my various skills. I'm looking to break my personal boundaries, not a place to suit myself.

I look to work in a fresh and active company with a young team focused on the pixel perfection and the research to create new features for the actual products.

I look for many challenges and I find more comfortable working with many products/services at once instead of just focusing in only one.

## SKILLS

### UX (User Experience):

- Product Design, Wireframes, Flow Chart, Usability, Information Architecture, Documentation, Heatmaps, A/B testing, Mock-ups, User Centered Design, Client Relationship

### UI (User Interface):

- Functionality, Visual Aesthetics, Pixel Perfect, Prototypes, Responsive Design, Mobile First, Prototyping

### Art Direction:

- Creative Conceptual Thinking
- Branding
- Storytelling

### Front End:

- HTML5, CSS3, JavaScript
- Frameworks: Bootstrap, JQuery, Polymer

### Software:

- Advanced knowledge of Adobe Creative Suite (AI, PS, Pr and AE) and InVision
- Sublime, Linux, GIT

### Tools:

- SCRUM and Design Thinking methodologies
- Slack, Basecamp, Trello, Buffer, Radian6, Hootsuite, Google Analytics, Facebook Analytics, Birdbrain, Redmine.

**Secondary Skills:** Conceptualization, Digital and Traditional Marketing/Advertising Strategies, New Business, Project Management

**Complementary Skills:** Grammar Nazi, Gamer

## WHERE I'VE BEEN

### UI/UX & Product Designer(May '16 - today)

NearBPO - Mexico City, Mexico

- Design of new features and updates from concept to release
- Design visual interfaces, user flows, and compelling interactions
- Translate complex ideas into simple, usable intuitive designs
- Work closely with front/back-end developers
- Explore and experiment with the actual products
- Translate web app features to native mobile

UX:

- User Story & Documentation
- Benchmarking
- User Flows
- Wireframes
- Information Architecture research and application
- Onboardings
- User Testing

UI:

- Prototypes
- Branding
- Storytelling
- UI Libraries
- WordPress Constraints
- Progressive & Responsive Web Design
- Native Mobile Design (iOS & Android)

Product Design:

- Medical CMS
- FinTech (accounting administration)

Remote work/sprints/scrum/roadmaps

Actual Benefits:

- Medical Expenses/Life Insurance/Savings Found/Gym Membership/Paid off birthday/35 hour week/

**UI/UX, Integrated Art Director, Front End** (Sep '15 - April '16)

Osom - Mexico City, Mexico

Product Design:

- Taxes & Invoices Administration
- Name finder & discovery app for future moms
- E-commerce buying experience

Web & Web Apps UX/UI design:

- Conceptualization from scratch
- Client relationship
- Documentation
- Persona creation
- Information Architecture research and application
- Benchmarking
- Wireframes
- User flow
- Heatmaps
- A/B Testing
- Lean UX
- MVP design and testing
- User Centered Design
- Mobile First Design
- Mailings Design

Front End:

- Responsive websites (Media Queries and Grid Design)
- HTML5, CSS3, JS, Bootstrap
- Mobile sites

Branding, Creative Copywriting & Art Direction

- Planning, Conceptualization & Creation of Social Media Strategies
- Social Media Planning, Creativity & Art Direction
- Keynotes Design

**CoFounder & Creative** (Apr '14 - May '15)

Workshout MX - Mexico City, Mexico

Product Designer:

- Sales
- New Business
- Workflows Creation
- Project Management (talent and team builder/manager)
- Freelances recruiting and management
- Outlines Creation and Coordination
- Customer Experience & Journey Creation

Creative:

- UX/UI
- Art Direction
- Planning Strategies
- Social Media Planning

Projects for companies like:

- SKY (one of the most important PayTV companies in Mexico).
- CREA (one of the top 3 BTL mexican agencies).
- Medium size advertising agencies.

#### **Art Director & New Business** (Apr '11 - Apr '14)

Miami Ad School - Mexico City, Mexico

Art Director:

- UX/UI
- Information Architecture
- Branding

Social Media Planning & Strategist:

- Development and structure of the advertising strategy
- 90% of new customers reached by social media
- SEO

New Business:

- Product Designer
- Research and implementation of new business ideas: shorter programs focused on creatives looking for specific skills improvement.
- Increase of 25% in sales with business implementations
- 2 persons team coordinator
- Headhunting and talent manager
- Tailored solutions manager

Tailored Solutions:

- Creation of specific programs for clients looking for specific internal improvement. Being part of the process the whole way, since talking with the client until the delivery of the diplomas
- Each course implied a rise of almost 25% of the monthly regular income

#### **Integrated Art Director Intern** (Jun '13 - Oct '13)

David The Agency - São Paulo, Brazil

Concepting ATL and Digital Advertising for brands like:

- Sony Action Cam
- Music Unlimited, Sony
- Faber Castell
- HBO
- Coca-Cola
- Burger King
- Jaguar
- Albany

## **LECTURES GIVEN BY ME**

- Advertising Concepting

**CUMP - Mexico City, Mexico**

- Advertising Concepting

**La Cocina (Roastbrief) - Mexico City, Mexico**

- Basic Social Media

**Miami Ad School Europe - Hamburg, Germany**

## **FREELANCES**

#### **Art Direction**

Grey Mexico

Concepting ATL Advertising for brands like:

- Comex
- Tyson
- Volvo
- CoverGirl

- **Social Media** Content Management, SEO & Google/Facebook Analytics

- **Community Management** - VML (formerly Crossmedia)

- **Art Direction** - TERAN \ TBWA

## **THE STUDENT KNOWLEDGE**

I'm a non-stop knowledge learner machine, I'm always looking for new things to feed my learning hunger.

*RIGHT NOW:*

UI/UX Advanced Mode

Crehana.com

Front End Bootcamp (*Jun '15 - Sep '15*)

Dev.F. - Mexico City, Mexico

Art Direction Quarter Away (*Sep '12 - Dec '12*)

Miami Ad School Europe - Hamburg, Germany

Art Direction Portfolio Program (*Oct '11 - Oct '13*)

Miami Ad School Mexico City - Mexico City, Mexico

Sciences of Communications (*Oct '08 - Oct '11*)

Centro Universitario de Comunicación - Mexico City, Mexico

## WORDS KNOWLEDGE

**Spanish:** Native Mexican Filled with Slang.

**English:** Swag fluent.

**Portuguese:** I didn't die from starvation when I got lost and drunk in Brazil.

## This looks kinda empty so let me tell you a couple of things to fill this space

1. I'm obsessed with zombies and science fiction.
2. I use the mouse with the left hand even when I'm right handed.
3. I'm an amateur magician.
4. Once I read a 387 pages book in two days.
5. I used to be an amateur bartender.
6. I finished Metal Gear Solid 8 times (maybe 10).
7. I quit smoking in one day.
8. Easily I can drive my motorcycle for 12 hours in a row.
9. I think "vermelho" (*"red" in Portuguese*) is the most delicious word ever.
10. I used to be a hardcore excel user.
11. For the last 4 years I've earned the opportunity of having scholarships and not paying a dime for my education, and I like learning quite a lot. So I've saved around 30K and still looking for more.

## LET'S HAVE A GOOD CUP OF "THIS GUY IS MY GUY" KIND OF:

[hardcorebobbyd@me.com](mailto:hardcorebobbyd@me.com)

Just click it man, I know you want to.

[Bobby on LinkedIn](#) | [Bobby on Facebook](#)

Again, my portfolio: <http://hardcorebobbyd.github.io>

And here: have my [blog](#). Because hell yeah!